



**REQUEST FOR QUALIFICATIONS
BRANDING AND MARKETING FIRM**

CITY OF DUBLIN
100 CIVIC PLAZA
DUBLIN, CA 94568



City of Dublin, California
**Request for Qualifications
For
Branding and Marketing Consultant**

The City of Dublin

The City of Dublin was incorporated in 1982 and is located in the Tri-Valley region of Alameda County. It is located approximately 35 miles east of San Francisco. The city is over 14.50 square miles and has a population of 46,743 people. Dublin is a growing community, with an emphasis on families, recreational and wellness opportunities, a diverse economic development base, and high quality of life. In 2011 the median household income was \$98,133 and the current median home value is estimated at over \$535,000. Highways 580 and 680 intersect in Dublin, which serves as the primary transportation corridor in the Tri-Valley region. The City currently has several housing and commercial projects underway, which include multiple park and open space projects. The City celebrated its 30th year of incorporation in 2012 with year-long festivities along with the honor being awarded an “All-America City” designation by the National Civic League in 2011.

Background

The Dublin City Council recently adopted the City’s first Economic Development Strategy to lay the groundwork for future economic development efforts in the upcoming years. The City worked closely with a consultant who collected data on the opportunities that exist in Dublin to create jobs and grow businesses, interviewed stakeholders, held community meetings including a Council workshop, and executive roundtable, as well as met with many business and government leaders to gauge their feedback on Dublin’s economic future.

The Economic Development Strategy focuses on four areas:

- Continue efforts to enhance the competitiveness of the city and maintain a strong and diverse economic base.
- Improve conditions for small businesses.

- Position development sites to meet current and future market demand and provide necessary marketing support.
- Expedite development progress downtown and optimize conditions for entertainment uses.

As part of these efforts, one goal was identified to clarify the economic role that Dublin plays in the Tri-Valley region and to create a Branding and Marketing Strategy for the community to be used for economic development purposes. The emphasis of the Branding and Marketing Strategy is to increase awareness of Dublin as a valued and inclusive community in which to live and raise a family, a place to establish new businesses, to increase patronage of local businesses, and to create a “place” in which the community identifies. In addition, the City desires to develop a Downtown Marketing Plan and create a vision for the Eastern Dublin Transit Center.

Proposal Requirements and Scope of Services

The City is seeking a firm and/or firms to draft a Branding and Marketing Strategy, including creation of a Dublin brand and an implementation plan to launch an identity and brand awareness campaign. In addition, two specific economic development related marketing projects are to be developed as part of the proposal: 1) development of a Downtown Marketing Plan, based on the recently adopted Downtown Specific Plan goals; and 2) creation of a “vision” for the future of the Eastern Dublin Transit Center.

The City is seeking a firm and/or firms with experience in developing a public sector brand, community marketing campaigns, as well as campaigns that focus on economic development. The City will consider multiple firms to work as a team, should the expertise be complementary. The selected consultant team must be experienced with obtaining small group input as it relates to developing an overall strategy. The project will include an implementation plan and campaign for the community.

The City requests that the proposal include examples of previous work completed, strategies used to develop the project(s), and an implementation outline to launch the Strategy. The examples provided should demonstrate ability and creativity to develop a Strategy and associated plans/vision. The chosen consultant, or consultants, will be charged with the task to craft a new brand and themes for the City’s consideration. Based on the breadth of the proposal, the City may choose to establish a team of consultants to manage the multiple facets of the project.

Overall Branding and Marketing Strategy

The City is seeking assistance on the development of an overall branding and marketing strategy to help create a sense of connection/place for the community. While Dublin has been around for more than 100 years, it is a relatively young city – recently celebrating 30 years of incorporation. The City has gone through tremendous growth and change in the past 15-20 years, with housing and corporate growth. Unlike many neighboring communities, Dublin was not a railroad town in its early years and does not have a traditional main street downtown, which is typically the most easily identifiable place or heart of a community. Yet, Dublin has many vibrant and popular shopping and dining destinations that make it equally attractive in the region.

Downtown Marketing Plan

In February 2011, the City Council adopted a new Downtown Specific Plan to help guide growth and development in the western part of Dublin. The area is generally defined by Village Parkway to the east, Amador Plaza Road to the north, San Ramon Road to the west, and Highway 580 to the south. The area has historically been primarily a popular retail area with big box tenants and neighborhood serving uses, but void of a residential population. With the recent addition of the West Dublin BART Station, residential units are under construction and are being encouraged in the Transit District of the Downtown Specific Plan area. Under the current plan, more than 1,300 units are allowed, with 1,100 units dedicated to the Transit District. Currently, the City is working on streetscape improvements to create an area that is more aesthetically pleasing on a pedestrian scale.

The City seeks the creation of a marketing plan that speaks to this area's transformation and its popularity as a shopping and dining destination in the region.

Eastern Dublin Transit Center

The Eastern Dublin Transit Center is located west of Hacienda Drive and east of the Iron Horse Trail along Dublin Blvd. The area is home to the Dublin/Pleasanton BART station and to several hundred multi-family residential units. The Transit Center is an important area for future job growth in Dublin with several large pieces of undeveloped land. The consultant will be asked to create a marketing vision for the area that can assist in future business attraction efforts. Further, the City seeks to develop a strong position for the site – perhaps a renaming of this area to draw development interest.

REVIEW DUBLIN'S ECONOMIC DEVELOPMENT STRATEGY AND RELATED DOCUMENTS

The consultant shall review the recently adopted Economic Development Strategy, the Downtown Specific Plan, and the Eastern Dublin Specific Plan – located on the City's website. The consultant is to provide recommendations for a plan to create a Branding and Marketing Strategy for the community that relates to the goals of the new Economic Development Strategy, and specifically addresses two identified economic areas – Downtown and the Eastern Dublin Transit Center.

BUDGET PROPOSAL

The consultant shall develop a budget for the branding and marketing program that outlines implementation actions and their associated cost. The consultant is also asked to outline the costs associated with development of a Downtown Marketing Plan as well as a visioning/marketing process for the Eastern Dublin Transit Center. The City anticipates commencement of the work on the Draft Branding and Marketing Strategy in Fiscal Year 2012-2013 with the finalization of the Draft Branding and Marketing Strategy and implementation measures in Fiscal Year 2013-14.

Consultant Expertise and Proposal Format

Interested firms are encouraged to keep their proposals brief and relevant to the Scope of Services. All proposals should include the following:

- Cover letter with name, address, phone number, and email address of the contact person; identify the capacity this person has to develop a Branding and Marketing Strategy, and to manage and execute a branding and marketing campaign.
- Identify the project manager and the personnel to be assigned to this project (including names, addresses, current phone numbers, and email addresses). Please include brief resumes for all team members, identify how many years this team has worked together, and a list of projects this team has completed or is currently working on.
- Identify all sub-consultants and their role with this project (including names, addresses, current phone numbers, and email addresses) and include a brief resume

of related experience, how long the sub-consultant has worked with the submitting consultant, and how many projects the sub-consultant has completed, or is currently working on with the submitting consultant.

- Background on the proposing firm and its experience in preparing comprehensive and strategic branding and marketing strategies and campaigns, especially for cities and public agencies. Preference shall be given to firms that have a local presence and knowledge of the Tri-Valley region, the greater Bay Area, and the City of Dublin.
- Examples of past work for local agencies.
- A narrative that presents the services the firm would provide detailing the approach, methodology, deliverables and client meetings.
- A brief narrative describing the approach that the firm might use to include/engage public input in the development of the Branding and Marketing Strategy.
- Description of overall knowledge of the City of Dublin.
- A list of tools used to measure reach and frequency when purchasing media (e.g. television, radio) and tools used to measure effectiveness of print and online advertising (including social media) and a branding awareness campaign. Include related experience in media negotiations and placement.
- A summary of any suggested approaches the City should consider for this effort.
- A timeline for the preparation and implementation of the tasks/activities being proposed per the Scope of Services.
- At least three (3) public or private references for projects of similar nature to this engagement.
- List of billable rates for all personnel assigned to the project, including hourly rate, media commission percentages, and any other charges that are proposed.
- Identification of any concerns related to the City of Dublin's standard professional services agreement.

Respondents should submit 5 bound copies and 1 unbound reproducible copy by mail or courier. Submittals should not exceed 25 pages, inclusive of any graphic renderings or marketing materials. All hard copy submittals should be directed to the below contact no later than **4:00 p.m. on Friday, April 26, 2013:**

Jacqui Diaz

Special Projects Manager, City Manager's Office

100 Civic Plaza

Dublin, CA 94568

Materials Available

For the consultant's convenience, the City has provided a series of applicable and related documents at www.dublin.ca.gov including:

- Adopted Economic Development Strategy
- Downtown Specific Plan
- Eastern Dublin Specific Plan
- 2011 Demographic Snapshot
- Professional Services Agreement

For further information, please contact Jacqui Diaz, Special Projects Manager at (925) 452-2156 or Jacqui.Diaz@dublin.ca.gov. Questions regarding this RFQ should be submitted in writing solely to Ms. Diaz, preferably by email.

Contact with other City officials or staff may result in disqualification of the submittal.

Selection Criteria

Factors to be considered in the selection process include:

- The completeness of the submittal.
- Relevant experience of the consultant in producing similar, high-quality strategies and campaigns.
- Prior experience developing and implementing successful identity and branding campaigns for cities or other “place” clients.
- Demonstrated success with presentations to community members, staff and elected officials.
- The degree to which the consultant illustrates its understanding of Dublin and the importance of an identity and branding campaign for the City.
- The quality of example materials and any presentation requested by the Selection Committee, Economic Development Advisory Committee, or City Council.
- Overall “fit” with the City of Dublin's economic goals and efforts

Selection Process

All statements submitted in response to this RFQ will be reviewed and evaluated based on the information contained in the responses, an investigation of the consultant's past projects and performance, and other pertinent factors. The City will prepare an analysis of all statements. In addition, the City may form a Selection Committee and interview a limited number of finalists. The City reserves the right to request additional information as deemed necessary and appropriate. The City may, at its discretion, partner with more than one consultant, based on the large scope of services desired. A recommendation will be made to the City Council for the selection of the branding and marketing consultant with whom the City will enter into a Professional Services Agreement. Proof of financial soundness and summary of professional liability insurance coverage will be required of the firm prior to final selection. The City intends to commence work in the late spring 2013.